

Terms of Reference / Job Description

1. Expertise in Adobe Photoshop CC and Adobe Illustrator CC.
2. Designing of digital assets (Illustrations/gifs/photos/videos) across platform touch points, creating high-quality design assets that communicate our brand identity and purpose.
3. Responsible to design Illustrations, Banner, logos, Brochures, Web pages, etc., should have sense of designing anything as per requirement.
4. Establish creative designs by using appropriate colors and layouts for each graphic.
5. Communicate with developers to ensure alignment and consistency in brand design and direction.
6. Analyze design briefs and determine requirements.
7. Employ different UX research methods to test the effectiveness of your design and take into consideration the different market needs and nuances.
8. Good hands on UI/UX Design.
9. Hands-on expertise on Adobe Premiere and After Effects to make promo videos or other required videos.
10. Any other assignment on need basis